Business Plan

2017–2018

Department of Communities,
Culture and Heritage

NOVA SCOTIA

© Crown copyright, Province of Nova Scotia, 2017

Budget 2017–2018: Business Plans

ISBN: 978-1-55457-735-4

Table of Contents

Message from the Minister 1

Mandate, Vision, Mission 2

2017-18 Initiatives 3

Measurement 7

Acadian Affairs and Francophonie 8

African Nova Scotian Affairs 9

Gaelic Affairs 10

Financial Summary 11

Message from the Minister

I am pleased to present the Department of Communities, Culture and Heritage's 2017-2018 business plan.

This year, and for years to come, our work will be shaped by the province's first comprehensive culture strategy, *Nova Scotia's Culture Action Plan: Creativity and Community*. This plan brings to life our department's mandate of contributing to the well-being and prosperity of Nova Scotia's diverse and creative communities. It will also guide government's decision making process by providing actions and strategic priorities for the culture sector.

Although we may be the lead on the Culture Action Plan, we will rely on the cooperation, commitment and support of our government partners, stakeholders and all Nova Scotians, to translate these words into real actions.

This year, Nova Scotians will have the perfect opportunity to see our culture in action through events, programs and celebrations for Canada's 150th anniversary of the Confederation. Communities, Culture and Heritage is the lead department for Canada 150 and will support regional initiatives that bring a sense of pride in our province through the 150 Forward Fund. The department will also lead a signature event that will see the tall ships visit 11 communities across the province this summer. I welcome, and encourage, all Nova Scotians and visitors to join our celebrations.

By working together, I am confident Nova Scotia can become a leader in Canada as a place where cultural identity, expression and economy prosper. Together, we will keep our communities strong and vibrant.

Many thanks to department staff who work hard to deliver programs and support to our communities and organizations throughout the province. I look forward to this year and to seeing the results of our hard work.

Original signed by

Tony Ince,
Minister

Mandate, Vision, Mission

Mandate

The Department of Communities, Culture and Heritage is responsible for contributing to the well-being and prosperity of Nova Scotia's diverse and creative communities through the promotion, development, preservation and celebration of our culture, heritage, identity and languages, and by providing leadership, expertise and innovation to our stakeholders.

Vision

Nova Scotia is an acknowledged leader in Canada as a place where cultural identity, expression, and economy prosper. A place where all people honour and embrace diversity and heritage, and thrive through unbridled creativity and community cohesion.

Mission

The Department of Communities, Culture and Heritage supports our internal and external stakeholders and communities with best practice services, programs and policies that preserve and provide access to Nova Scotia's life-long learning, culture, heritage, identity and languages.

2017-18 Initiatives

CCH's 2017-18 Business Plan will be shaped by Nova Scotia's Culture Action Plan, released in February 2017. This plan will guide the department in carrying out its mandate and delivery of services and will guide the Government of Nova Scotia's decision making process, providing actions and strategic priorities for the culture sector.

We know from our research that culture's contribution both from an economic and social perspective is significant. Statistics Canada research tells us that Culture contributes $949 million to our provincial GDP and that 13,874 Nova Scotians work in the culture sector. We also have recent social research that indicates that 80% of Nova Scotians feel that culture creates community identity. This plan will allow us to harness the power of culture to grow our economy and strengthen community and social cohesion.

Our definition of culture is broad and inclusive. It includes arts, music, theatre, dance, libraries, archives, museums, language, built heritage, creative industries, cultural landscapes, cultural identity and more.

Canada 150

2017 is Canada's 150th anniversary of confederation. Nova Scotia will be celebrating alongside the rest of the country, through events, programs and activities. CCH is the lead department for Canada 150 in Nova Scotia and through the 150 Forward Fund is awarding grants for Nova Scotians to create, promote and participate in local and regional initiatives that will build a sense of pride in our province. Successful applicants will have demonstrated how their program or event honours a significant Nova Scotian or achievement, celebrates our cultural identity and ethnic diversity, or promotes innovation over the past 150 years. The Canada 150 celebrations in Nova Scotia provide an opportunity to see our culture in action, to reflect on our province's rich cultural tapestry and to increase understanding of our culture amongst Nova Scotians. A signature event for Nova Scotia is Rendez-Vous 2017, which will see tall ships visit 11 communities across the province over the summer.

Culture Action Plan

The Culture Action Plan is a government strategy and therefore its delivery and success is based on us sharing and collaborating with both government departments and stakeholders. Culture is found in every facet of our society and responsibility for fostering its growth and success is shared across government department mandates. In fact, there are key initiatives within the Culture Action Plan that will be led by other government departments. We will work with partners such as Labour and Advanced Education, Immigration and the Department of Education and Early Childhood Development, just to name a few, as we advance our Business Plan initiatives and the Culture Action Plan.

Initiatives and priorities for CCH in the upcoming year are outlined in detail in the Culture Action Plan. The plan is organized under six themes. Each of these themes is supported by a number

of specific actions and initiatives. Our Business Plan will provide an overview of each theme and highlight a few of the actions. Additional detail on all areas is provided in the Culture Action Plan.

Theme 1 – Promote Mi'kmaw Culture

As part of the development of the Culture Action Plan, the department undertook formal consultations with the Assembly of Nova Scotia Mi'kmaw Chiefs. This consultation resulted in informed and relevant wisdom as to how the province can best support, promote and preserve the first and founding culture of Nova Scotia. Initiatives within this theme speak to the Mi'kmaw culture's welcoming nature, its unique connection to the land, the sea and the entire environment. We will be working with our partners to do more in terms of acknowledging and embracing the significance of Mi'kmaw culture and undertaking actions, including, but not limited to the following:

- Acknowledge and support Mi'kmaw interpretation and ownerships of Mi'kmaw culture – enabling Mi'kmaq telling Mi'kmaw stories.

- Enhance opportunities for Mi'kmaq cultural expression through collaboration and support of crafts, powwows and mawiom'il, arts, feasts, sporting events and other cultural activities.

- Create a Mi'kmaw Cultural Liaison position within government to facilitate our work with Mi'kmaw artists, culture workers and teachers, and to improve understanding and access to government culture programs and services.

Theme 2 – Promote Creativity and Innovation

At the heart of this plan is the recognition that culture helps drive successful economies and communities. Creativity and innovation are key to supporting thriving and diverse cultural enterprises. Government will assist through funding, partnerships and other supports to incubate and stimulate the culture community. Three examples of specific initiatives within this theme are:

- Creation of a Culture Innovation Program that recognizes and supports innovative cultural initiatives that address social priorities and opportunities. This program will contain some targeted investment to support the development of culture hubs in communities, such as museums and libraries and will also support innovative community initiatives that enhance economic, social and cultural activities in our towns and cities.

- Work with community organizations to support the not-for-profit and voluntary sectors, recognizing the essential role of volunteers in community and culture activities.

- Work within the Department of Communities, Culture and Heritage and with culture organizations to review funding programs to ensure they are as effective and transparent as possible.

Theme 3 – Strengthen Education, Partnerships and Understanding

The actions within this theme focus on education and partnerships to build a keen appreciation for culture and an eye for economic opportunities in the culture sector. Initiatives focus on exposing our children to culture and creative expression in our schools, supporting Department of Education and Early Childhood Development's success in promoting and instilling innovative arts and culture education in the school system. Additionally, education initiatives for our culture and creative workers need to be supported to help expand their success. Examples of initiatives include:

- Expand and build on existing educational partnerships related to culture, such as working with the book publishing industry to promote Nova Scotia content in teaching resources.

- Through the Treaty Education MOU work plan, move forward with the implementation of Mi'kmaw culture-based initiatives in partnership with key provincial departments and Mi'kmaw Kina'matnewey. (For example, crafting a Treaty Education Framework).

Theme 4 – Advance Cultural Diversity

Diverse beliefs, cultures and experiences strengthen a modern society and build understanding, empathy and creativity. Such qualities also contribute to building a stronger economy where different points of view and experiences can create new opportunities. Action taken under this theme will help build a more inclusive, welcoming and equitable province for new and prospective Nova Scotians, aboriginals, African Nova Scotians, LGBTQI communities, women and other diverse groups. Examples of initiatives to be undertaken include:

- Update the province's Multiculturalism Act of 1989 to better reflect and support the Nova Scotia of today and tomorrow

- Work collaboratively with the community, government, departments and agencies, and others, to continue to address systemic racism and discrimination

- Strengthen the province's Gaelic Affairs, African Nova Scotian Affairs and Acadian Affairs and Francophonie offices.

- Support the capacity of organizations to mentor communities and leverage strengths across the province.

Theme 5 – Excellence in Cultural Stewardship

Culture plays a major role in our social and individual lives, shaping community identity, building pride of place, connecting us to our natural surroundings, and bringing together people from different backgrounds. Initiatives will support and enhance Nova Scotians' commitment to be true stewards of the province's cultural and natural worlds. Examples include:

- Position the Nova Scotia Museum system to tell the province's story while increasing relevance and attractiveness for visitors through strategic, targeted investments.

- Work with community partners to implement the Shared Recreation and Trails Strategies to foster active healthy living and increase inclusion and access to recreation for all Nova Scotians.

- Enhance communications between the Department of Communities, Culture and Heritage and community museums across the province

- Work with stakeholders to promote and increase awareness of Nova Scotia's built heritage and its value to our province and identity.

Theme 6 – Drive awareness and economic growth of the culture sector

The culture sector accounts for 2.7 % of the provincial economy. Actions will be taken to infuse the sector with more entrepreneurship, innovation and creativity. Initiatives focus on investing, promoting, marketing and collaborating to grow enterprises in the creative culture sector. Examples include:

- Create a strategic, government-wide approach to the development, attraction and funding of events. These events will showcase the province's sport, culture, heritage and competitive advantages to national and international audiences. A coordinated approach will ensure events are properly funded and deliver measureable results and return on investment.

- Work with Screen NS and industry organizations to strengthen the tv and film industry with a focus on developing Nova Scotian film makers, writers, and producers of local content and to encourage diversity and gender parity.

- Use the existing Creative Industries Fund to help businesses and not-for-profits export globally, targeting the music, book publishing, craft, film, design, visual and performing arts sectors.

Measurement

CCH currently has two significant tools which provide information on the importance of the culture sector, both from an economic and a social perspective, and allow us to track changes in the impact of the culture sector on the province and its citizens.

The Culture Satellite Account (CSA), is the result of collaboration between the Federal-Provincial-Territorial Table, Canadian Heritage and Statistics Canada. It is an accounting framework and statistical tool that provides current estimates of the economic contribution of culture to the economy of each province and territory in Canada. It provides estimates of GDP (Gross Domestic Product) and jobs in both culture and sports and reveals trends in arts, cultural industries, heritage and sport. Statistics Canada research shows that Culture contributes $949 million to our provincial GDP and that 13,874 Nova Scotians work in the culture sector. The next update for data results will be in 2017. We will continue to use the CSA data to measure economic impact of the culture sector.

The Nova Scotia Culture Index provides data on how average Nova Scotians participate in, are aware of, and value all major aspects of culture in the province. It is a research tool created to gauge the social impact of culture in the province and to reveal how Nova Scotians interact with culture. In 2016 data was collected based on randomized telephone interviews conducted with 1000 Nova Scotia residents. The Nova Scotia Culture Index measures, tracks, compares and analyzes our citizens' responses to culture over time. Insights from this research will support the Culture Action Plan and government's future policies and program directions.

As the Culture Action Plan is implemented, data from the tools noted above will be used to help benchmark and monitor progress. In addition, outcomes, measures and evaluation tools will be identified and established for specific actions as they are implemented.

ACADIAN AFFAIRS AND FRANCOPHONIE

Overview and Mandate

The Office of Acadian Affairs and Francophonie works with government departments, agencies, offices and Crown corporations, to assist in the delivery of services in French. In addition to enabling the delivery of French-language services, the Office of Acadian Affairs and Francophonie promotes Acadian and francophone culture and heritage, celebrates accomplishments and supports community initiatives and projects, as well as maintains ongoing dialogue with the Acadian and francophone community, other provincial and territorial governments and the Government of Canada.

Key Initiatives and Priorities for 2017-18

1. **Leadership and policy direction**: Champion and support the planning, administration, and policy development frameworks for the implementation of the *French-language Services Act* and its Regulations.
2. **Availability and accessibility of French-language services:** Increase the prevalence and awareness of French-language services through active offer, communications, printed and electronic materials, and by increasing the capacity of the public service to offer services in French.
3. **Community engagement and outreach:** Encourage the participation of the Acadian and Francophone community in the development of government policies with a view to improving the delivery of services in French.
4. **Québec–Nova Scotia Agreement for Collaboration and Exchange:** Promote French-language exchanges and cooperative activities between community organizations in Nova Scotia and Québec.
5. **Vive l'Acadie Community Initiative:** Support cultural projects in the Acadian and francophone community.
6. **Francophone Immigration:** Support the work of the Nova Scotia Office of Immigration in supporting and attracting more French-speaking immigrants to Nova Scotia.

In 2017-18 evaluation tools specific to the work of Acadian Affairs and Francophonie will be developed. These tools, while supported by existing data in the Culture Satellite Account (CSA) and the Culture Index, will establish outcomes and measures specific to the work of Acadian Affairs and Francophonie.

African Nova Scotian Affairs

Overview and Mandate

African Nova Scotian Affairs (ANSA) works with government departments and the African Nova Scotian community to enhance understanding and assist in the delivery of services that meet the unique needs of African Nova Scotians. It is the connecting point to the community, promoting African Nova Scotian priorities while contributing to government decision-making. ANSA facilitates positive change on behalf of African Nova Scotians. It also works in partnership with departments, agencies and other organizations to develop solutions that support the ongoing well-being of African Nova Scotians.

Key Initiatives and Priorities for 2017-18

Several themes emerging from the Culture Action Plan are aligned with ANSA's mandate and present opportunities for community dialogue and engagement. We will develop partnerships, lead and collaborate with community groups and organizations, the department and government to advance cultural diversity, cultural stewardship and promote creativity and innovation.

1. **Develop partnerships, lead and collaborate with government departments on a series of UN Decade for People of African Descent initiatives.** The International Decade for People of African Descent (2015 to 2024) proclaimed by the United Nation's, provides an opportunity to highlight the contributions made by people of African descent to our societies and to propose concrete measures to promote our full and equal participation in all aspects of society.
2. **Work to advance government's commitment to continue to address systemic racism and discrimination and acknowledge head-on that these remain problems.**
3. **Develop and deliver an awareness workshop on the African Nova Scotian historical and contemporary realities.** This includes an overview of the migration and history of people of African descent in Nova Scotia, the impacts of race, power and privilege on the current realities of African Nova Scotian communities.
4. **Continue to work with the African Heritage Month Information Network** to assist the Network with African Heritage Month events and municipal proclamations.
5. **Pilot an asset based community development initiative for North Preston, East Preston, Lake Loon and Cherry Brook.** The initiative provides a holistic approach to assess resources, skills and experiences for application towards a community development action plan.

In 2017-18 evaluation tools specific to the work of ANSA will be developed. These tools, while supported by existing data in the Culture Satellite Account (CSA) and the Culture Index, will establish outcomes and measures specific to the work of ANSA.

Gaelic Affairs

Overview and Mandate

Gaelic Affairs works with government departments and communities to support reclamation of Gaelic language, culture and identity and to build positive social and economic outcomes. This work contributes to individual and collective self-confidence, fosters innovation and creativity and keeps individuals, engaged, connected and working in our communities.

Key Initiatives and Priorities for 2017-18

In the upcoming year Gaelic Affairs will work with community and government partners to initiate and support learning, awareness and competency initiatives that build greater appreciation and understanding for Gaels' language, culture, identity and history and also promote Mi'kmaq culture. This will be carried out across three focus area:

1. **Awareness**. Working with government and other partners, Gaelic Affairs will initiate an awareness campaign based in Gaelic tradition of Nova Scotia entitled *Learning from Our Tradition: Gaels in Nova Scotia.* This initiative, which will be shared inside the public service and with the public, will tell the story of Nova Scotia Gaels, providing information on the Gaels' language, culture, identity and history.

2. **Education.** In collaboration with the Department of Education and Early Childhood Development, Gaelic educators, parents, school board representatives, Gaelic community members and others, Gaelic Affairs will support the inclusion of Gaelic language, history and culture in teaching grades primary to 12. This will include a dialogue process to explore enhanced Gaelic language and cultural learning opportunities in schools.

3. **Mi'kmaq culture.** In partnership with Mi'kmaq communities, Gaelic Affairs will enhance cross-cultural awareness to create understanding and identify common language, culture, identity and historical narratives among the Mi'kmaq and Gaels.

In 2017-18 evaluation tools specific to the work of Gaelic Affairs will be developed. These tools, while supported by existing data in the Culture Satellite Account (CSA) and the Culture Index, will establish outcomes and measures specific to the work of Gaelic Affairs.

Financial Summary

Departmental Expenses Summary
($ thousands)

Programs and Services	2016-2017 Estimate	2016-2017 Forecast	2017-2018 Estimate
Office of the Minister and Deputy Minister	527	537	**685**
Culture and Heritage Development	19,619	34,420	**20,961**
Communities, Sport and Recreation	16,370	17,375	**17,728**
Archives, Museums and Libraries	35,323	35,604	**35,429**
Policy and Corporate Services	4,596	4,322	**4,220**
Office of Acadian Affairs and Francophonie	1,998	2,237	**2,003**
African Nova Scotian Affairs	771	735	**773**
Gaelic Affairs	408	408	**414**
Art Gallery of Nova Scotia	2,077	2,287	**2,082**
Total - Departmental Expenses	**81,689**	**97,925**	**84,295**
Ordinary Recoveries	**4,909**	**5,452**	7,052
Funded Staff (# of FTEs)			
Department Funded Staff	**244.3**	**223.3**	**246.3**

Note:
For Ordinary Revenues, see Estimates and Supplementary Detail Book, Chapter 2
For TCA Purchase Requirements, see Estimates and Supplementary Detail Book, Chapter 1